

Jefferson Telecom
WINTER 2023

intouch



We Really Believe in Real Service from Real People

While Jefferson Telecom offers modern communications technology, we take a somewhat old-fashioned approach to customer service. For example, a real person answers the phone when you call. You receive real help when you walk into our office with questions. Plus, our technicians take a real interest in resolving issues really fast. We really want to please you!

Contact

Jefferson Telecom
105 West Harrison Street/PO Box 269
Jefferson, IA 50129
Phone: 515-386-4141
Hours: Mon: 9:00 am to 5:00 pm
Tues-Fri: 8:00 am to 5:00 pm

Email Jefferson Telecom

info@jeffersontelecom.com

Visit Us Online

www.jeffersontelecom.com

Office Closures

January 2, 2023

Jefferson
TELECOM
Technology People Talk About



Happy NEW GEAR!

The new year has begun, and your home may have new Internet-connected devices in it. Maybe Santa brought your children new phones, tablets, or a gaming console. Or maybe you used holiday money to finally purchase the new computer or smart home devices you've been wanting.

The more devices you have, the more speed you need — to enjoy the best Internet experience and avoid frustrations like buffering. Jefferson Telecom has speeds up to a Gigabit Connection (940 Mbps).

**CALL 515-386-4141, OPTION #3 TO UPGRADE
TO A NEW SPEED**

*Speeds are increased from our office, so there's no need for a technician to come to your home. Contact us for details.



Buying Local is a Win-Win Decision

Jefferson Telecom thanks you for supporting us as the local provider and encourages you to buy local whenever possible. According to the American Independent Business Alliance, every dollar spent at independent businesses returns three times more money to the community than a dollar spent at a chain (and almost 50 times more than a dollar spent at an online mega-retailer).

New Listings

Chrystal, Eric	515-386-2379
Hammond, Audrey	515-286-2395
Loitz, Margaret	515-386-2772
Miller, Krystal	515-386-2381
Ogden, Dave	515-386-2371
Peterson, Karol	515-386-2391
Russell, Brittanie	515-386-2459
Syntech	
Research Group	515-386-2086

Win a \$20 Credit on Your Jefferson Telecom Bill

\$20

Fill out this form, clip it, and return it with your next bill or email info@jeffersontelecom.com for a chance to win a \$20 credit to your account. Return it by January 20, 2023 to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

Email: _____

Cell Phone #: _____

☐ Yes, please use my email for communication purposes.

Congratulations to our last "Winner of a \$20 Credit," Chimene Peterson of Jefferson.

Streaming Has Forever Changed At-Home Entertainment

The way most of us enjoy TV today is fundamentally different than it was 10-15 years ago. Instead of watching network and cable programs on a TV only, we're streaming a much broader range of entertainment on a variety of devices—laptops, tablets, and phones—in addition to TVs.

Clearly, streaming is the new way to watch TV:

- According to [statista.com](https://www.statista.com), 82% of U.S. households have at least one streaming subscription and 53% of them have at least three.
- Nielsen's 2022 "State of Play" report says in an average week, U.S. audiences watch almost 170 billion minutes of streaming video content, which is up from just over 143 billion in 2021.
- Audiences now have more than 817,000 unique program titles to choose from across traditional TV and streaming services. That's up 18% from just over 646,000 at the end of 2019.
- There are now 200+ streaming platforms.



Streaming services have changed what we watch, where we watch, and how we watch. We now have much more freedom in terms of at-home entertainment, and this freedom has opened up a whole new world of both challenges and possibilities.

For example, given the seemingly infinite amount of streaming content available, choosing what to watch next can be a frustrating and time-consuming experience. How many of us have spent half an hour scrolling through titles, only to give up and just rewatch a favorite movie or TV show?

TV series fans are taking advantage of streaming's viewing flexibility to assume more control. While some watch episodes from start to finish, others rewatch scenes (to understand confusing dialogue) or skip unwanted content (such as violence or scenes with a character they dislike). There are also people who watch all or part of a TV series in fast forward (called "speed watching") to consume as much content as possible in a short amount of time. We can't forget another major option enjoyed by many—binging an entire season in a day or two.

Your streaming experience is impacted by the speed of your Internet connection. If you think you might need an upgrade, call us at 515-386-4141, option #3. Speeds are increased from our office, so there's no need for a technician to come to your home. Enjoy a faster speed for streaming in minutes.

Source: www.nielsen.com/insights/2022/state-of-play



Paying Bills Online Offers Valuable Advantages

Are you still receiving paper bills and paying them by writing and mailing checks? While you may feel comfortable with this method after using it for many years, consider making a switch to online bill pay.

Why? Online bill pay provides valuable advantages including these:

- **You Gain Security** – When you have printed bills and envelopes with checks in your mailbox, sensitive information could be stolen and used for identity theft. But when you receive and pay bills electronically, you communicate with your bank, utility, or other company via a password-protected online portal that uses encryption and other security technologies to keep your information secure.
- **You Save Time and Money** – Why waste time finding a bill, writing a check, looking for a stamp, and walking to the mailbox? With online bill pay, you can pay in seconds or have your bill paid automatically each month through an Auto Pay program. You also won't have to buy as many postage stamps or checks when you use online bill pay.

There are two categories of online bill pay available. You can pay companies individually via their website, such as what's offered with Jefferson Telecom's eBilling. Or you can authorize your bank or credit union to pay multiple bills from different companies using its website or mobile app. There's no need to choose one or the other exclusively. You can use either online bill pay method or both, depending on what best suits your financial needs.



Our eBilling service lets you receive your monthly bills from Jefferson Telecom by email and pay them online. You also have the option to choose Auto Pay to have your payment automatically deducted from your chosen bank account each month, so you don't have to worry about forgetting to pay your bill.

To sign up for eBilling or get details on any of our bill payment options, visit www.jeffersontelecom.com or call 515-386-4141, option #3. Plus, download the app found at the App store, "eBill Mobile", type in your zip code, and choose Jefferson Telecom as your provider.



Be on Guard for Tech Support Scams

Here's how it works: Scammers may use pop-up ads claiming to sell fixes for your computer, which lead you to a website to download the software. You're told to call to "register" the software, and if you do, you'll be asked for remote access to your computer. Using remote access, they "examine" your computer and say it has problems needing additional "solutions." Next, they want your credit card number to purchase these so-called solutions, often leading to credit card fraud.

Alternatively, some scammers call and claim they're on the tech support team at Microsoft or another well-known technology company. They go through the same process of accessing your computer, getting credit card or other information, and causing trouble.

Follow these tips to avoid being scammed:

- Never give access to your computer to someone who calls you out of the blue.
- Never provide credit card information or other sensitive data to someone claiming to be a tech support representative.

Jefferson Telecom wants you to stay informed and vigilant so you can outsmart the scammers.

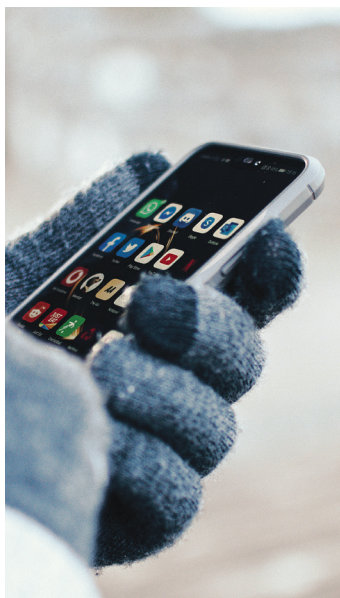
Keep Your Mobile Devices Warm in Cold Weather

Mobile devices—including phones, tablets, and laptops—don't respond well to cold weather. When a lithium-ion battery is exposed to the cold, it can drain faster than normal or indicate it has ample power remaining and then suddenly go dead. Low temperatures can also make a device's glass surfaces more sensitive to cracks and breaks, especially if there's already a nick.

If your device must be in cold weather for long periods, the best option is to store it in an insulated case. For brief periods outside, simply put it in a clothing pocket closest to you or in a purse or backpack.

In the event your mobile device does shut down as the result of exposure to cold, do not restart it until you're inside a building and have given it time to warm up. Restarting immediately could actually cause more harm and shorten your battery life.

For more specific details, consult the device manufacturer's website or call one of our Cellular Specialists at Jefferson Telecom at 515-386-4141, option #1.



Jim Daubendiek Celebrates 50 Years at Jefferson Telecom

CEO Jim Daubendiek isn't retiring. He's reflecting—on the changes and accomplishments he's seen at Jefferson Telecom since beginning full-time work in 1972.

Jim jokingly said, "I started at the top. Then they gave me a shovel, and I dug down to the bottom in a splice hole."

Except for being an operator, Jim spent time in most roles at Jefferson Telecom. He started at 16 working summer construction, and after college, was hired full-time. During the early years, he worked construction, then did lead and plastic cable splicing. (He never worked on fiber-optic cable.) Jim was promoted to General Manager, a position he held until 2019, when his son, Jamie Daubendiek, took over the role. Jim transitioned to being CEO and now focuses on special projects.

What's Jim most proud of as he reflects on the last 50 years? He replied, "Jefferson Telecom has been able to stay up-to-date with technology changes very well, and in many aspects, has been a leader in technology advances in the industry. I'm proud of the fact that we invested in fiber optics throughout our service area to provide the fastest Internet speeds available. Not only were fiber optics deployed in Jefferson, but to all rural customers in our exchange."

Jim had this to say about the future of the company: "I'd like to see Jefferson Telecom continue to be a leader in technology and possibly serve more rural areas in Greene County. I'd also like Jefferson Telecom to remain a good workplace for our employees. I appreciate the many long-term employees we've had over the years. They've been an integral part of our success."

Speaking of success, Jim is also proud of what he's helped accomplish in the community, beyond the scope of Jefferson Telecom's communications services.

"I've always looked for opportunities to advance our community by being actively involved in projects, such as the Greene County Community Center and the campaign to save the Sierra Community Theatre," Jim said.

He added, "I've thoroughly enjoyed working with the community, our staff, and customers to make Jefferson and our surrounding communities a better place to live."

